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(71) Applicant (for all designated States except US): **THE ZAP CORPORATION (UK) LIMITED** [GB/GB]; 23 Derwent Crescent, Stanmore, Middlesex HA7 2NE (GB).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **JOHNSON, John, Peter** [GB/GB]; 23 Derwent Crescent, Stanmore, Middlesex HA7 2NE (GB).

(74) Agent: **I.P. 21 LIMITED**; Norwich Research Park, Colney, Norwich NR4 7UT (GB).

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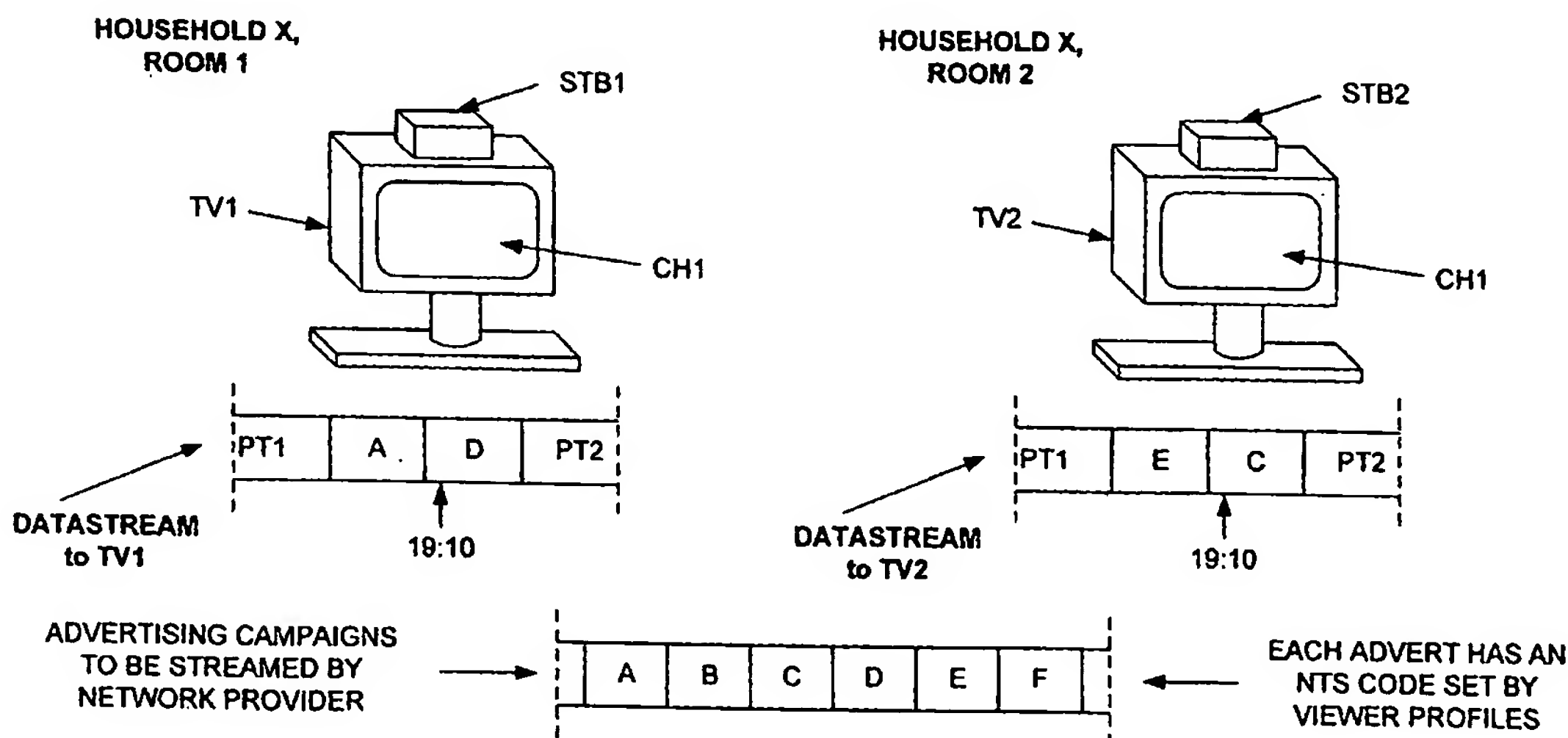
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(54) Title: **SYSTEM FOR BROADCASTING ADVERTISEMENTS**



(57) Abstract: A system for broadcasting inter-programme and/or intra-programme advertisements to a viewing or listening audience is disclosed. A given advertisement's target audience profile is matched to an obtained real audience profile to dictate not only that certain advertisements shall be broadcast only between and/or during certain programmes but also that certain individual members of, or groups of members within, the programme-receiving audience may receive one advertisement, during and/or between certain programmes, whilst other audience members or member groups receive a different advertisement, in one or more of the same respective advert 'slots', whilst watching or listening to the same broadcast.

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